



**PATENT**  
Dock t No. 10551/321

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07/29/03

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Ronald D. BLUM et al.  
SERIAL NO. : 10/074,026  
FILED : February 14, 2002  
FOR : FLOOR MAT WITH VOICE-RESPONSIVE DISPLAY  
GROUP ART UNIT : 2641

ASSISTANT COMMISSIONER  
FOR PATENTS  
Washington, D.C. 20231

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**INFORMATION DISCLOSURE STATEMENT**  
**UNDER 37 C.F.R. § 1.97 & § 1.98**

S I R:

In conformance with Applicants' duty of disclosure under 37 C.F.R. § 1.56, the references listed on the attached form PTO-1449 are hereby brought to the Examiner's attention. Because the references are being submitted before the mailing of a first Office Action, no fee is owing. 37 C.F.R. § 1.97(b)(3).

Those references cited herein but for which copies have not been provided have already been considered in related U.S. Patent Application Nos. 10/137,357 (now patent no. 6,507,285 B2).

It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear in the "references cited" on any patent to issue therefrom.

Respectfully submitted,

Date:

*July 21, 2003*

*William E. Curry*  
William E. Curry  
(Reg. No. 43,572)

KENYON & KENYON  
1500 K Street, N.W., Suite 700  
Washington, DC 20005  
Tel: (202) 220-4200  
Fax: (202) 220-4201  
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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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Sheet 1

of 2

**Complete if Known**

Application Number	10/074,026
Filing Date	February 14, 2002
First Named Inventor	Ronald D. Blum, et al.
Art Unit	2641
Examiner Name	Unassigned
Attorney Docket Number	10551/321

**U.S. PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
		US-3,916,401	10/1975	Freeman	
		US- 5,161,041	11/1992	Abileah, et al.	
		US- 5,848,830	12/1998	Castle, et al.	
		US- 5,886,474	3/1999	Asai, et al.	
		US- 6,010,429	1/2000	Prueitt	
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		US-			

**RECEIVED****JUL 22 2003****Technology Center 2600****FOREIGN PATENT DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				
		EP 0 354 281	2/1990			
		EP 0 374 860	6/1990			
		WO 00/79871	4/2000			
		WO 01/27909 A1	4/2001			
		DE 3147113 A1				

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**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
		MMR Journal, "Floor Decals New Wrinkle in P-O-P Ads", Vol. 16, No. 10, p.13, Apr. 5, 1999, USA	
		Philadelphia Enquirer, "Cherry Hill, N.J. Firm Wants You To Look Down On Its Ads", Regional Newspaper, Aug. 27, 1998, USA	
		"Floor Graphics" advertisements, copyright 2002	
		U.K. Patent Office Search report dated May 28, 2003	

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